




City of Costa Mesa, Development Services Department  
77 Fair Drive, P.O. 1200, Costa Mesa, CA 92628-1200  
Phone: (714) 754-5245 Fax: (714) 754-4856 [www.ci.costa-mesa.ca.us](http://www.ci.costa-mesa.ca.us)

Office to Assign –  
Banner Permit #

## COMMERCIAL / INDUSTRIAL / INSTITUTIONAL BANNER PERMIT APPLICATION FORM

**Banner Permits are required for commercial, industrial, and institutional properties:**

 Banner Size Allowed:  
0.5 sq. ft. per lineal foot of building frontage facing the street.  
Minimum entitlement: 25 sq. ft. per tenant.  
Maximum area: 75 sq. ft. per tenant.  
Maximum display time: **60 days** per calendar year

### 1. FILL OUT THIS FORM:

**BUSINESS NAME:** \_\_\_\_\_

**Applicant Name:** \_\_\_\_\_

**Business Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip code:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Signature** \_\_\_\_\_ **Date:** \_\_\_\_\_

☐ **Check Here for email submissions:** I am waiving my signature to submit this form electronically to the City.

**BANNER SIZE:** 0.5 sq.ft. per lineal foot of building frontage (See Page 2).

\_\_\_\_\_ **lineal feet** \_\_\_\_\_ **banner dimensions** \_\_\_\_\_ **total square feet**

**BANNER DISPLAY TIME PERIOD:** (MAXIMUM 60 DAYS ALLOWED FOR ENTIRE CALENDAR YEAR):

MONTH / DAYS / YEAR \_\_\_\_\_

MONTH / DAYS / YEAR \_\_\_\_\_

MONTH / DAYS / YEAR \_\_\_\_\_

TOTAL DAYS: \_\_\_\_\_

**EXAMPLE:**

JANUARY	1-30	2011
JULY	1, 2, 4, 7	2011
NOVEMBER	1-25	2011

You will be contacted by City staff to discuss modifying your request if the display time is more than 60 days.

### 2. SEND COMPLETED FORM:

**BY MAIL or IN PERSON:**

City of Costa Mesa  
Planning Division, Attn: Banner Permits  
77 Fair Drive, 2<sup>nd</sup> Floor  
PO BOX 1200  
Costa Mesa, CA 92628-1200

**BY EMAIL:**

[BannerPermits@ci.costa-mesa.ca.us](mailto:BannerPermits@ci.costa-mesa.ca.us)

**BY FAX:**

714 754-4856

### 3. RECEIVE & AFFIX BANNER DECAL:

The City will send you a banner decal (sticker) within 3 business days of receipt of your completed application. The decal will indicate the approved dates for display. Banner permits are currently **FREE OF CHARGE** at this time, until a permit fee is adopted in Spring 2011. You will receive your banner decal by mail unless you complete the application in-person at City Hall. Proper display of the banner and decal is described on **Page 2**.

### 4. CIVIL CITATION FINE:

Note: Please be sure to obtain approval of a banner permit for your banner. If you do not have a valid banner decal on your banner, you shall be subject to a civil citation fine of \$150.00 for the first violation and additional fines for subsequent violations.



## BANNER PERMITS REQUIRED

### 1. Are Banner Permits required to display temporary banners in the City of Costa Mesa?

Yes. Effective February 3, 2011, banner permits are required, as follows:

#### ➔ **For commercial, industrial, and institutional properties:**

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Minimum entitlement: 25 sq. ft. per tenant.

Maximum area: 75 sq. ft. per tenant.

Maximum display time: 60 days per calendar year

#### ➔ **For residential properties:**

Banner Size Allowed:

0.5 sq. ft. per unit.

Maximum area: 100 sq. ft. per site.

Maximum display time:

For properties with less than 100 units: 60 days per calendar year

For properties with 100 units or more: 120 days per calendar year

City of Costa Mesa - Banner Permit No. \_\_\_\_\_

Address: \_\_\_\_\_

Valid Dates: \_\_\_\_\_

JAN	FEB	MAR	APR
MAY	JUN	JUL	AUG
SEP	OCT	NOV	DEC

### 2. How do I apply for a banner permit?

Complete the banner permit application in-person, by regular mail, or by email. The application can be downloaded from the City's website at: <http://www.ci.costa-mesa.ca.us/departments/CMPlanning.htm>

#### **BY MAIL or IN PERSON:**

City of Costa Mesa  
Planning Division, Attn: Banner Permits  
77 Fair Drive, 2<sup>nd</sup> Floor  
PO BOX 1200  
Costa Mesa, CA 92628-1200

#### **BY EMAIL:**

[BannerPermits@ci.costa-mesa.ca.us](mailto:BannerPermits@ci.costa-mesa.ca.us)

#### **BY FAX:**

(714) 754-4856

### 3. What is the cost for a permit?

Banner permits are currently **FREE OF CHARGE** at this time, until a permit fee is adopted in Spring 2011.

### 4. Do I need to attach a valid banner decal to the banner?

You will receive your banner decal by mail within a week of receipt of your application unless you complete the application in-person at City Hall.

### 5. What does the correct display of the banner and permit decal (sticker) involve?

1. The entire surface of the banner must be securely affixed to either a building wall of the business being advertised (the building wall must abut a public street or on-site parking area serving the business being advertised), or to the sign face of a freestanding sign.
2. May not be attached to any staff, pole, line, framing, vehicle or similar support.
3. May not project above roof.
4. Must be maintained in good condition; removed or replaced if torn, faded or dirty.
5. Limit one banner per tenant or building occupant on each street frontage maximum.
6. Banners are permitted only as a means of temporary advertisement, such as for new businesses, grand openings, or similar special events, and may not be used as permanent signs.
7. Prior to the installation of a banner, a permit shall be obtained from the Planning Division. A city-issued decal shall be attached to face of the banner in the lower right-hand corner. The banner and any support elements shall be promptly removed at the expiration of the banner permit.